

Fig. 1

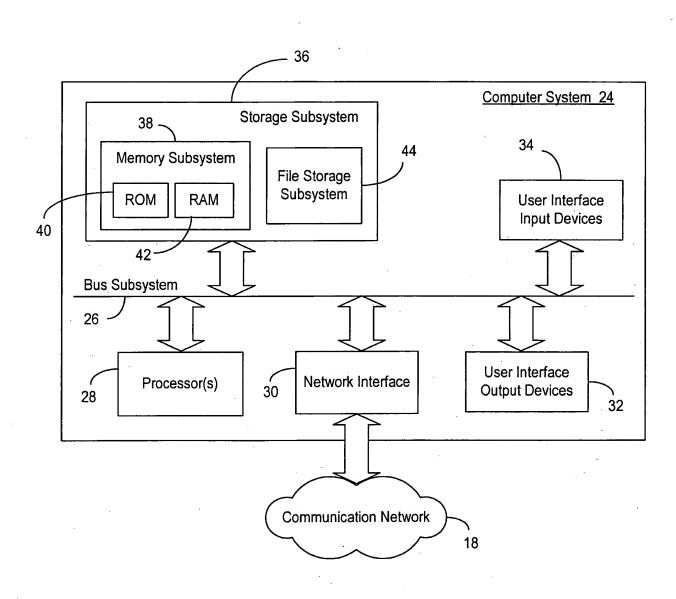


Fig. 2

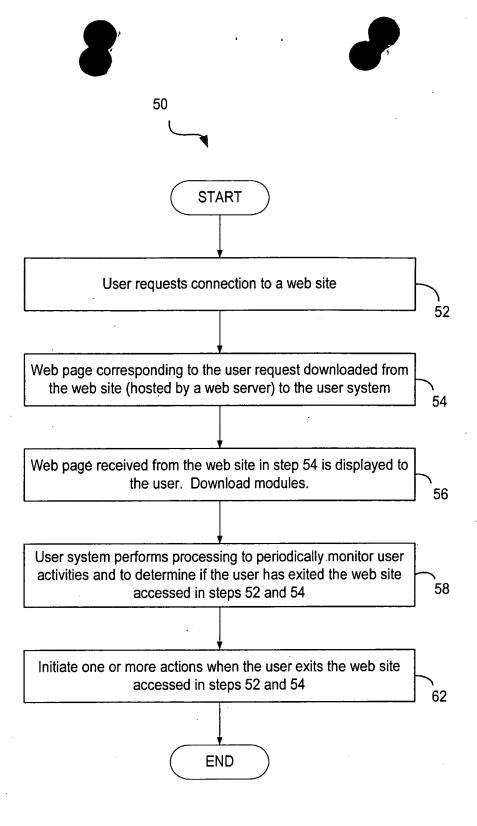
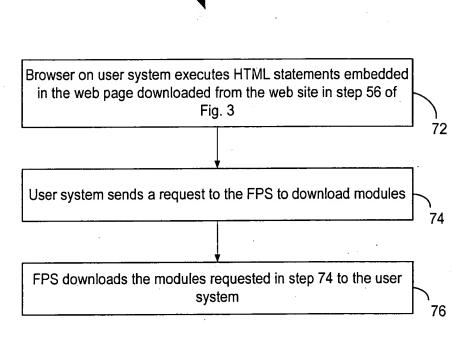


Fig. 3







70

Fig. 4







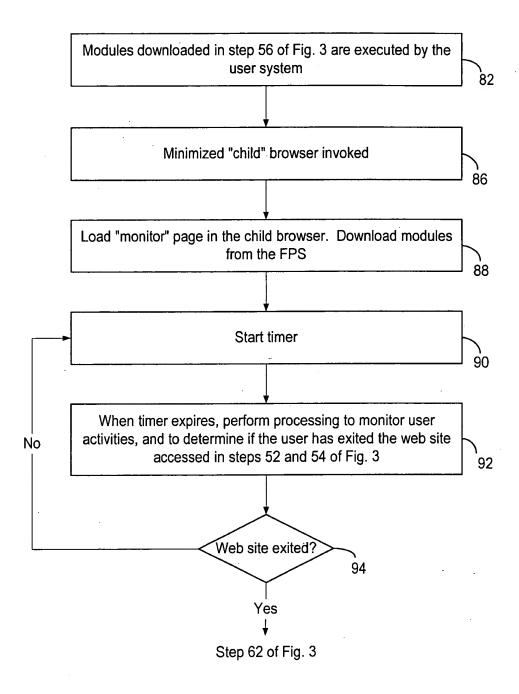


Fig. 5

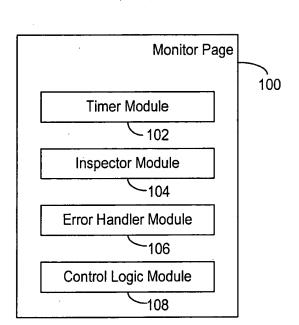


Fig. 6



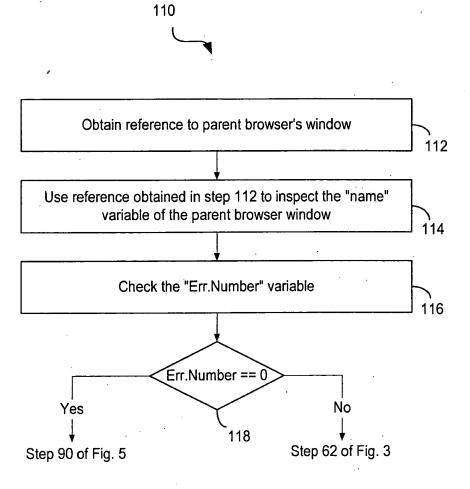


Fig. 7



120



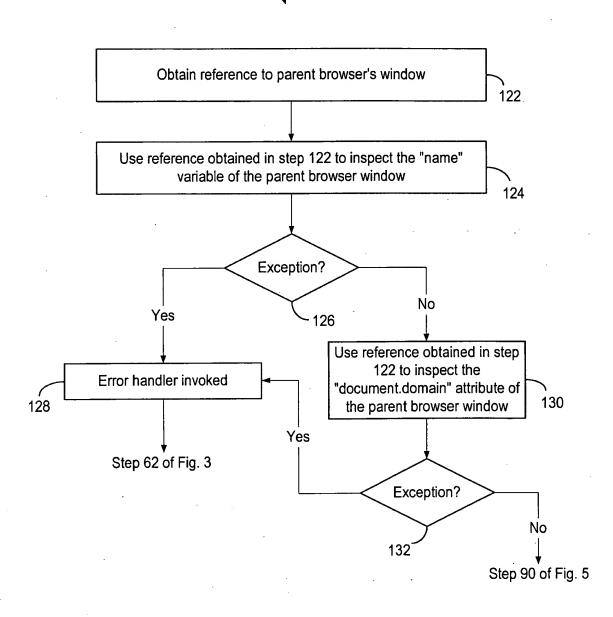


Fig. 8

III

DEESS ESISUL



140

User system determines that the user has exited the web site 142 User system sends message User system sends message to FPS indicating that the user to FPS indicating that the user has exited the web site. has exited the web site 145 Message includes user and 144 activities information FPS determines form corresponding to the exited FPS generates a personalized web site 147 form 146 FPS communicates the form to the user system

User system forwards the information input by the user in the personalized form to the FPS (or to the web site server)

User system displays the personalized form to the user

150

152

Fig. 9





Thank you for taking a few moments to respond to our survey. We would like to ask you a few questions about your involvement with property and casualty services. The survey should only take 3-5 minutes of your time

1)	s your company:	
0	Insurance related	
C	Non-Insurance related	
2) 1	Which of the following best describes your insurance-related company?	
0	Insurer	
0	Reinsurer	
C	Program administrator	
O	Agent/Broker	
0	Managing general agent	
0	Consultant	
0	Claims administrator	
0	Service provider	
0	Insurance hardware, software provider	
0	Academia	
0	Trade Association/Professional Society	
3) Which of the following best describes your role?		
0	Agent/Broker	
O	Insurance company executive, staff, manager	
0	Claims/Loss control professional	
0	Technical support vendor	
4) Which industry associations or societies do you belong to? (check all that apply)		
	National Association of Independent Insurers	
	Independent Insurance Agents Of America	
	National Association of Professional Insurance Agents	
□.	Insurance Accounting and Systems Association	
	CPCU Society	
	Insurance Information Institute	
□ nsur	Insurance company association (such as American Insurance Association (AIA), National Association of Mutual ance Companies, or Alliance of American Insurers, for instance)	
5) W	hy do you visit Acmeinsurance.com? (check all that apply)	
J	Gather insurance product information	
<u> </u>	Search for new insurance services	
<u> </u>	Research technical and regulatory information	
	Search the industry directory	





	Read daily news updates	
	To read about electronic distribution issues	
	To read about federal legislation and regulatory agency actions	
	Buy products or services (Infostore, books)	
	Learn of events	
	Get training information	
	Career center	
6) In what ways do you deliver your message to customers? (check all that apply)		
	Direct mail	
	Corporate client activities	
	General image advertising	
	Direct response ads	
	TV/Radio advertising	

Fig. 10B